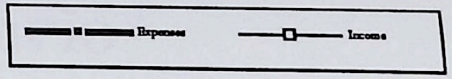
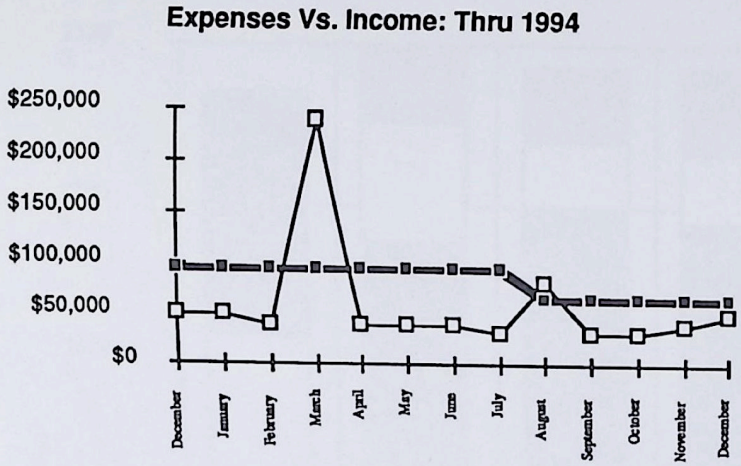
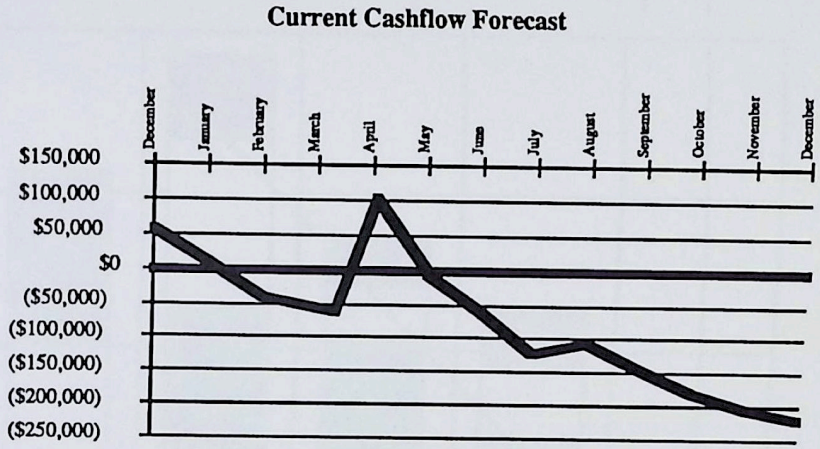
Agenda

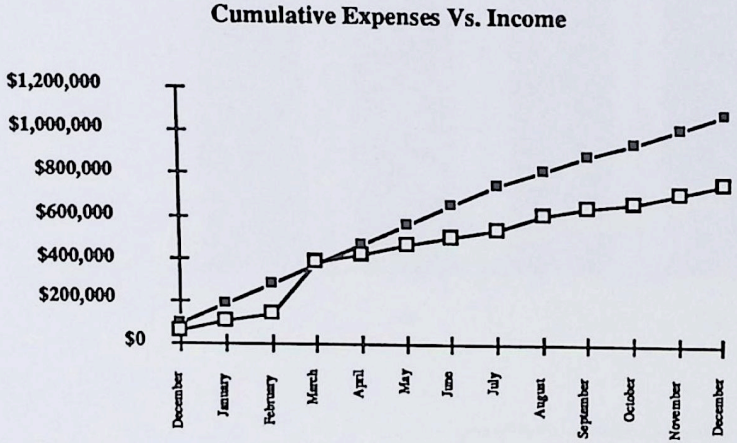
1. Introductions
2. Board Election
   a. Tano Maida
3. Accept Chris Desser's Resignation
4. 1992 Taxes
5. Current Financial Overview
6. Approve Direction / Financial Plan
7. Upcoming Events
8. New Business

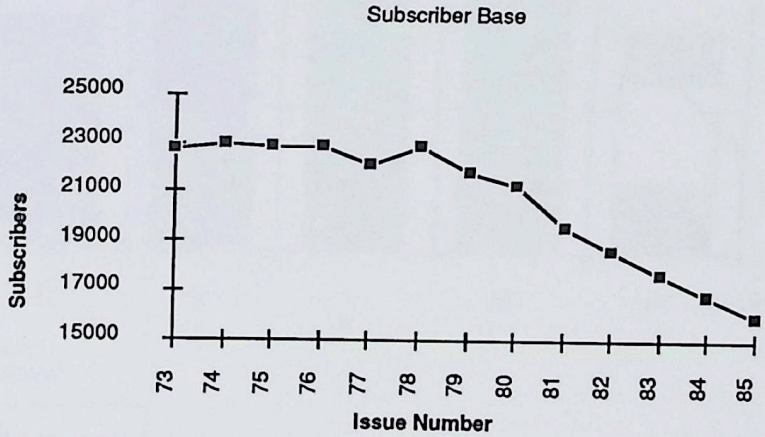
Current Situation





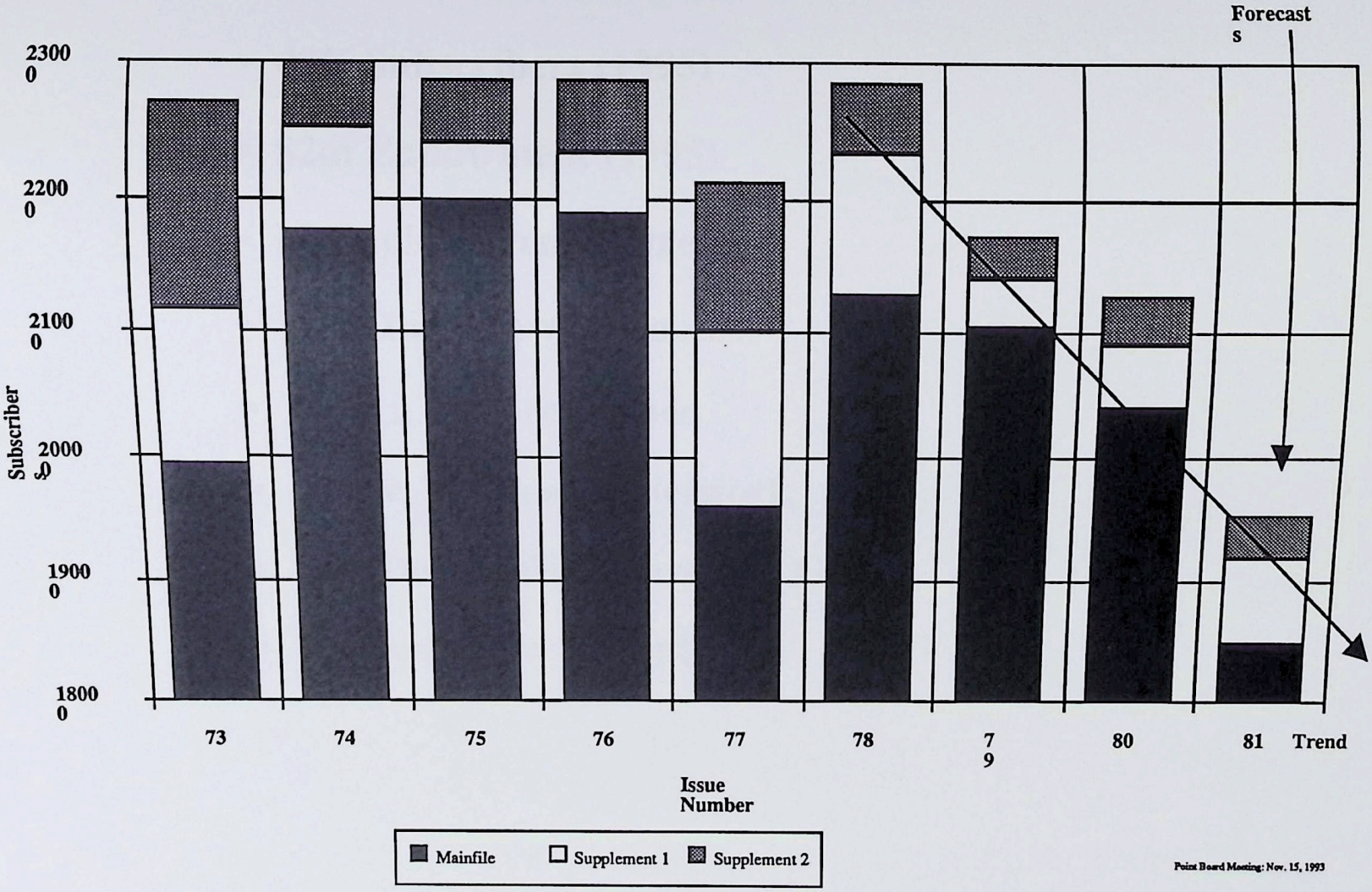






Point Board Meeting: Nov. 15, 1993

Subscribers: Likely Scenario



Point Board Meeting: Nov. 15, 1993

Long Range Goals

- 40K Subscribers (1995)
- $2m Endowment (1995)
- Multiple Revenue Streams
- Built In Renewal Process
- Return to Core Values
- Active, Stimulated Network
- Low Dollar, High Leverage Grants
- Physical Place as Center

Point Foundation Principles

The world is deeply in need of a broader, more comprehensive frame of reference.

Point is a Philanthropic Organization that makes low dollar, high leverage grants. Point is specifically apolitical, looking to define tools, not rules. Grants and operations support and further the following principles.

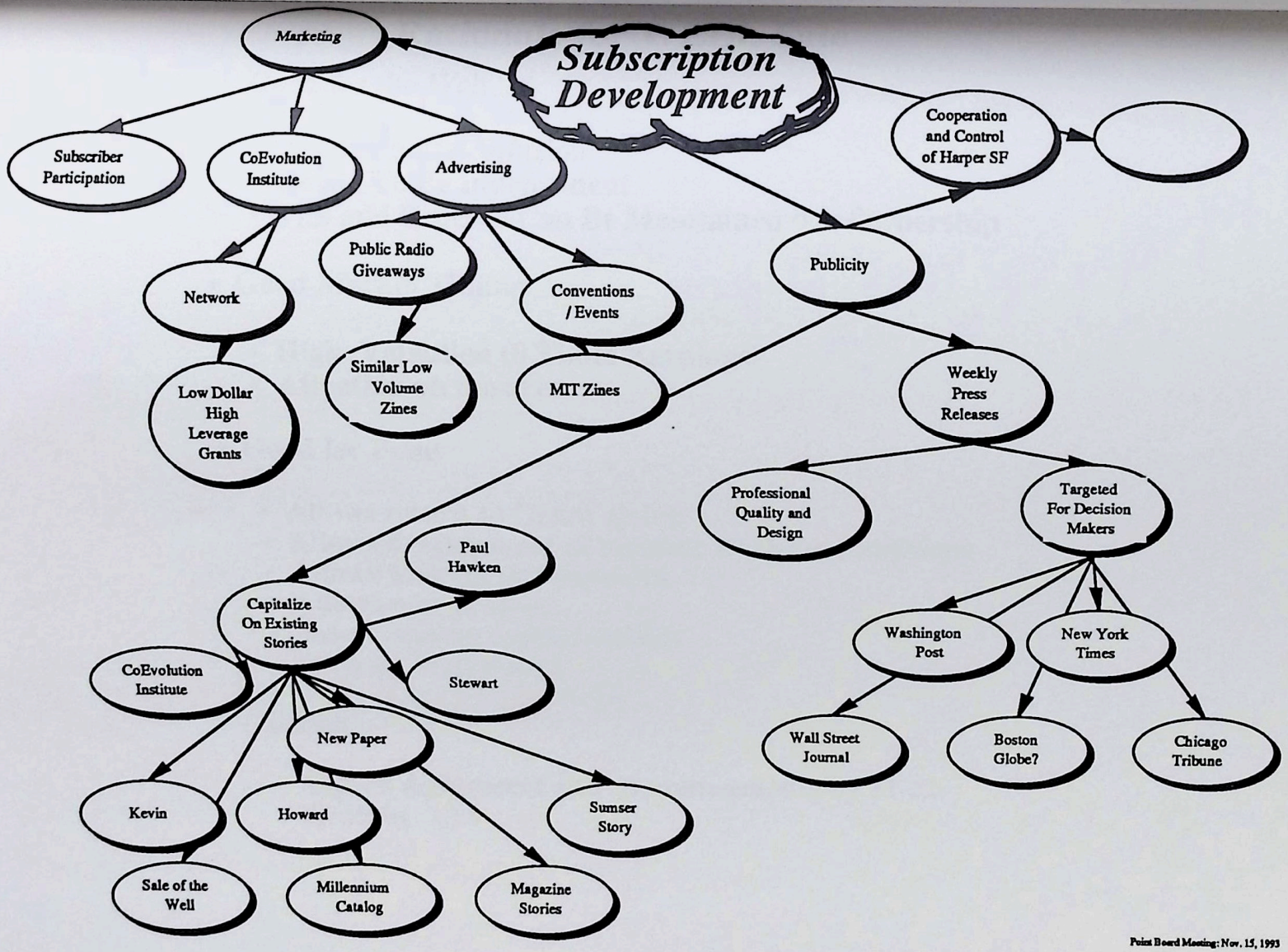
- **Challenge Assumptions, Stretch Minds**
- **Access to Tools For Independent Thinking and Living**
- **Access to Cutting Edge Research**
- **Search for Practical, Usable Principles; Scientific and Spiritual**
- **Build and Use Network Effectiveness**
- **Employee Ownership (Responsibility)**
- **Principles First, Money Second**

Workplace Principles

- Higher Pay Than Peer Organizations
- Delightful Surroundings (Beauty)
- Full Range Benefits (Retirement)
- Congruity with Publication Principles
- Craft Mastery
- Quality Tools
- Healthy Work Environment
- Employee Responsibility
- Rewards Tied to Contribution
- Focus On the Customer

Publication Principles

- Promote 'Comprehensivist' View of World
- Quality Writing / Reviews
- Focus on Interdisciplinary View
- Usable / Readable Information
- Portability (Read on the Fly)
- News, News, News
- Call to Action
- Emphasis on First Person
- Emphasis on Broad Technology
- Provider of Reviews



Point Board Meeting: Nov. 15, 1993

Rationale for WELL Sale

- *Good for the Well*
  - Needs Capital Infusion
  - Ready To Be Independent
  - Ties and Benefits Can Be Maintained w/o Ownership
- Good Market Timing
  - High Valuation (8 Times Earnings)
  - Attention on the area
- Good for Point
  - Allows return to Grant giving
  - Allows development of humane working conditions
  - Allows Market Development
  - Allows new projects
  - Solves coming cashflow crisis
  - HLR on Well Board
  - Terms
    - Signed Agreement and Announcements by 11-22
    - Cash by 12-8

Budget: Catalog Refurb and Cashflow Supplement

Summary	12 Computers	29 Ethernet plus controllers etc.	4 Couches	5 Tables	16 Chairs	14 Desks	Phone System and 33 phones	Decora tions	Lamps	Xerox/ music/fol ding chairs	shelving
Budget	25000	12000	1600	1000	4800	2800	13500	2000	1000	7000	3000
Total	73700										
Garden	10000										
Total Upgrade	83700										
Additiona l Cash flow	200000										
Contribut ors	50000										
Totals	333700										

$400K to seed 'CoEv Institute'

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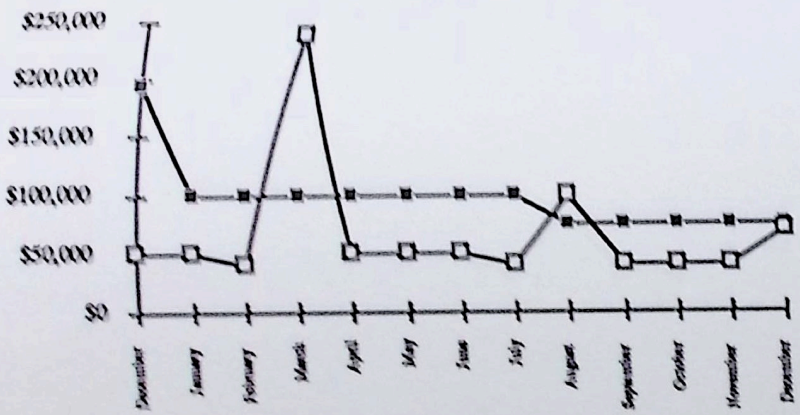
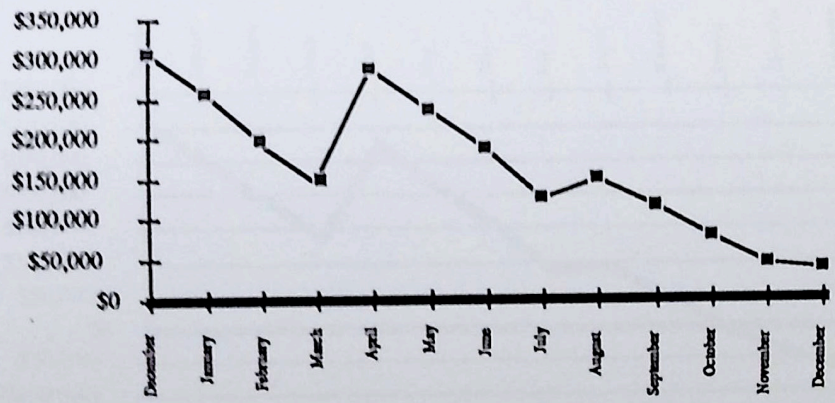
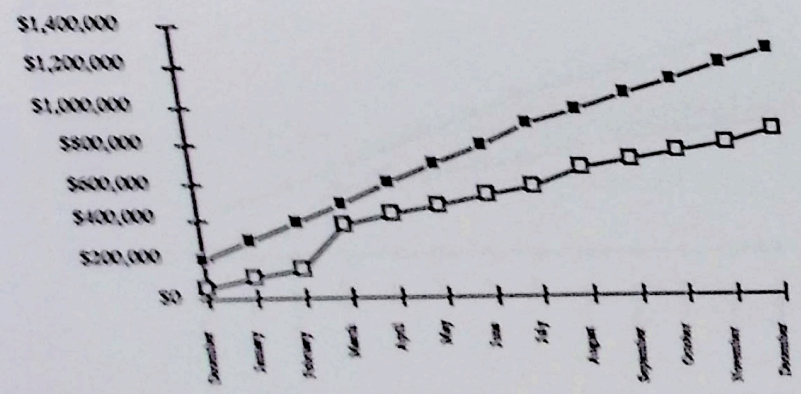
$400K to seed 'CoEv Institute'

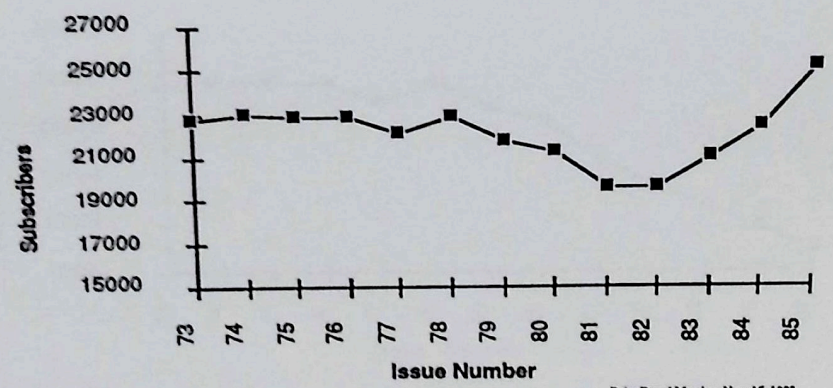
floor plan

Revised Plan: Goals





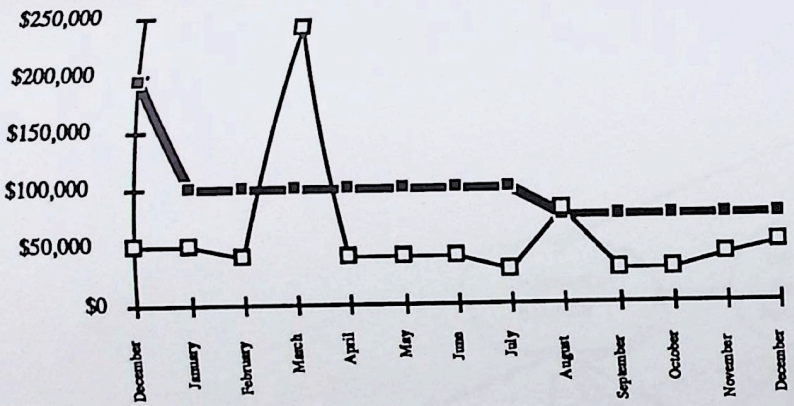




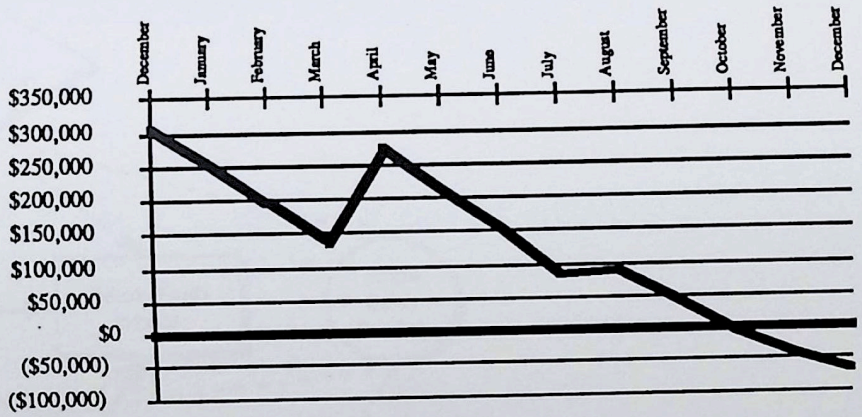
Point Board Meeting: Nov. 15, 1993

Revised Plan: Failure Scenario

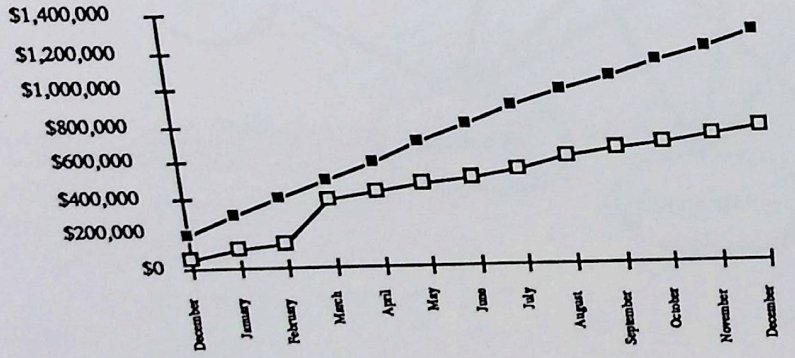
REVISED EXPENSES VS INCOME



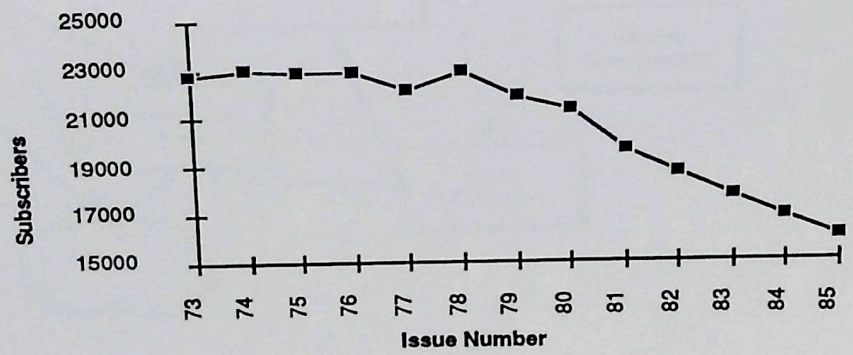
Revised Plan Cash Flow



Revised Plan: Cum. Expenses Vs. Income

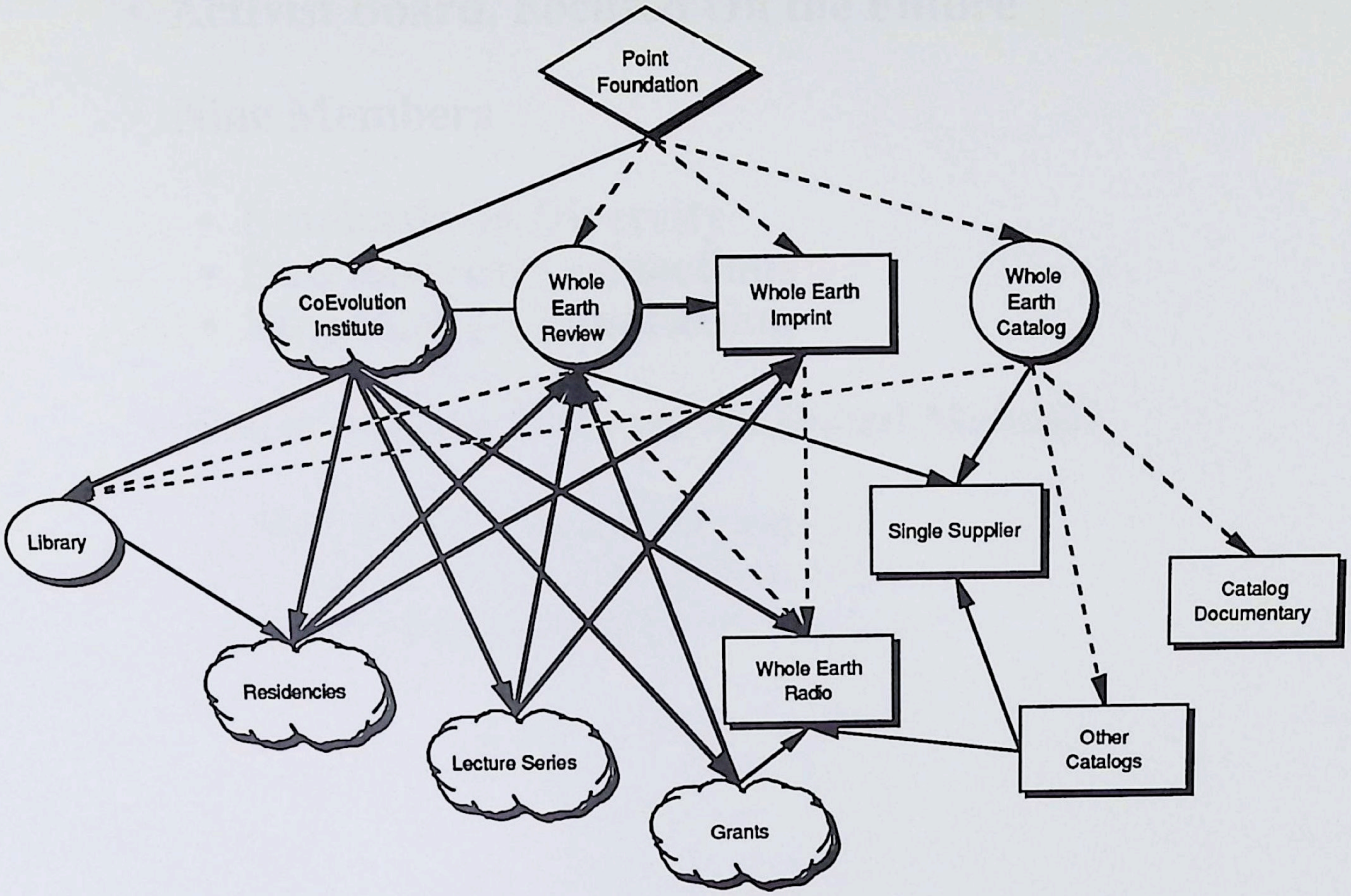


Subscriber Base



Point Board Meeting: Nov. 15, 1993

Planned Structure



Point Board Meeting: Nov. 15, 1993

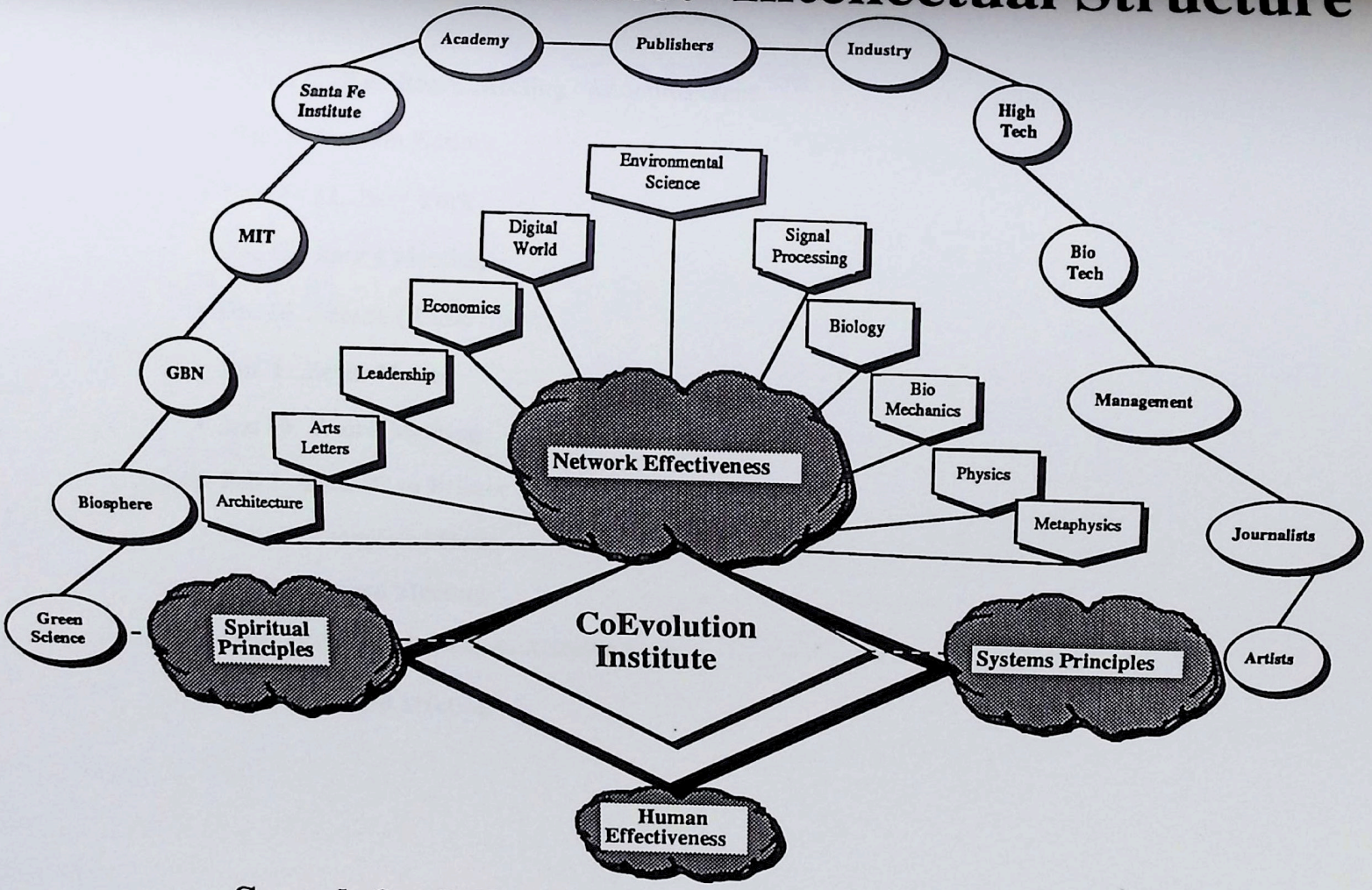
Board Recruitment / Design

- *Activist Board, Focused On the Future*
- Nine Members
  - Emphasis on Diversity
  - Emphasis on Connections
  - Emphasis on Fundraising
- Compensation Tailored To Board Member
  - Non-Cash (Except Expenses)
  - Focused On Network Benefits
  - Focused On Furthering the Cause

CoEvolution Institute: Purposes

- *Low Dollar, High Leverage Grants Supporting Point's Purpose*
- *Weekly Gathering*
  - Bridging 200 Regional People / 500 Global
  - Goal: To Build Comprehensive / Interdisciplinary Perspective
  - Goal: To Fuel Network
  - Longer Range Goal: Point Revenue Stream
  - Source For Magazine Articles / Imprint Material
- Intellectual Center: Pont Library / Residence (Greenhouse)
  - Week-Long Residency Grants -- Paper Output
  - Solitude / Working Space For Network Members
- Occaisional Publications
- Endowment Fund Raising in 1995

CoEvolution Institute: Intellectual Structure



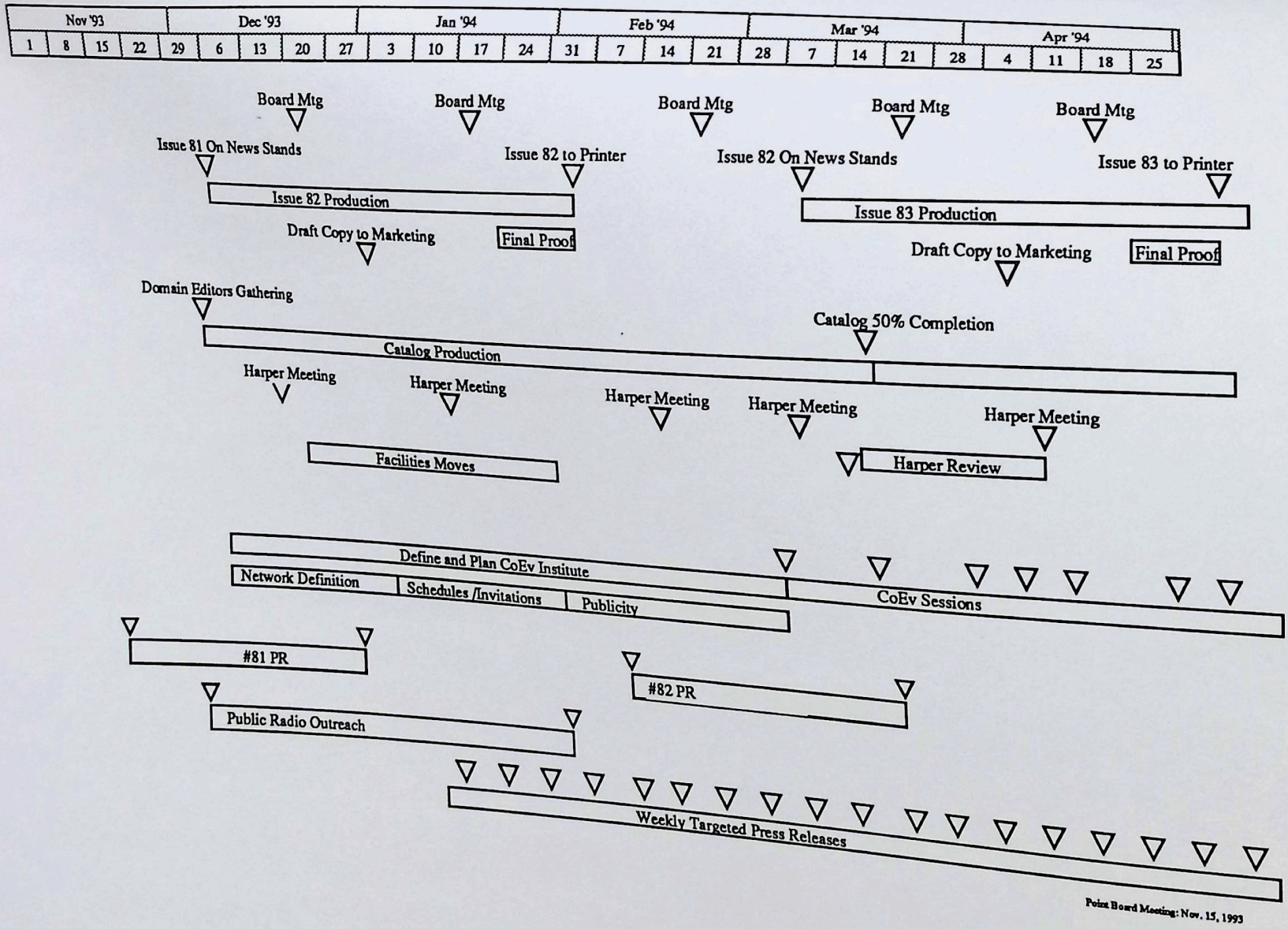
Search for Effective Principles (Not Rhetoric)

Point Board Meeting: Nov. 15, 1993

Upcoming Events

- *Nov 22... Well Board Meeting / Announcement*
- Dec 3...Domain Editors
- Dec 4 - 11...New York
- Dec 15 Board Meeting
- Dec 16...Seattle (Radio Show)
- Jan 1...Begin Moves
- Jan 19 Board Meeting
- Feb 1 Issue 82 to Printer
- Feb 1...Complete Moves
- Feb 16 Board Meeting
- Mar 15 50% Completion...Catalog
- Mar 16 Board Meeting

Implementation Plan



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